



FOR IMMEDIATE RELEASE

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**IMAGES USA TO PRESENT AT AMERICAN
ADVERTISING FEDERATION
SENIOR VICE PRESIDENT TO PROVIDE INSIGHT INTO
MULTICULTURAL MARKETING**

Ricki Fairley-Brown, Partner and Sr. Vice President of Strategy and Planning of IMAGES USA, a national multicultural marketing agency, will speak at the American Advertising Federation luncheon in Jacksonville, FL, on Wednesday, April 15 at noon at the River City Brewing Company Restaurant.



In her presentation on best practices on multicultural marketing, Fairley-Brown will showcase three case studies describing programs developed by IMAGES which target diverse audiences. They include:

- Hillshire Farm's successful two-year partnership with The Steve Harvey Morning Show and The Hoodie Awards. The campaign has led to tremendous growth in sales of Hillshire Farm's sausage products to the African American community. The partnership is now heading into its third year.
- Jack Daniel's Arts, Beat + Lyrics, the award winning multimedia show, has entertained audiences from Atlanta, Charlotte, Baltimore and other urban markets with DJs, beat boys, live music performances, break dancers and a variety of others ,all while introducing urban markets to the Jack Daniel's family of brands.
- Teach For America hired IMAGES USA to produce their first Hispanic radio ad, with strategic and cultural insight about the Hispanic community provided by IMAGES USA's Market Research and Latino divisions. The spot is now airing in Hispanic markets.

Fairley-Brown holds a BA from Dartmouth College and an MBA from Kellogg School of Management at Northwestern University. As a key member of IMAGES executive management team, "she brings a freshness and energy to problem-solving," says Bob McNeil, President and CEO of IMAGES USA. "She is

an expert at creating a positive organizational culture for the agency, and its clients. This is part of what makes IMAGES different from all the rest and has led to its success.”

About IMAGES USA

Having recently celebrated its 20th anniversary in March 2009, IMAGES continues to experience record growth. IMAGES USA currently ranks No. 6 on Black Enterprise Magazine’s list of Black owned advertising agencies for 2008. The agency’s client roster includes, Amtrak, LifeLock, Disney, International Speedway Corporation, AARP, Brown Foreman, Sara Lee, Teach For America and Scientific Games. IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at www.imagesusa.net.